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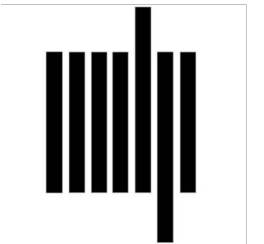
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The MIT Press: OA backlist digitization with the Internet Archive

Amy Brand, PhD
The MIT Press

AUP Annual Meeting
June 19, 2018



Open Minded about Open Access

University Press Forum 2018

Posted on May 01, 2018 in *Special Features*

[Editor's Note: This essay also appears as part of the annual University Press Forum in the May issue of *Choice* and on [ChoiceReviews.org](https://www.choice.edu/reviews).]

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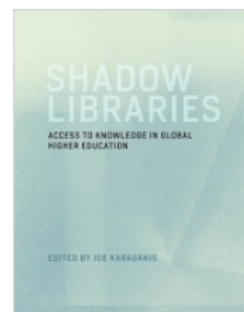
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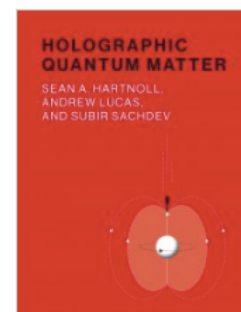
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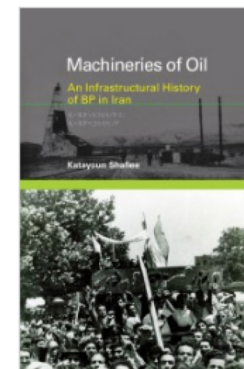
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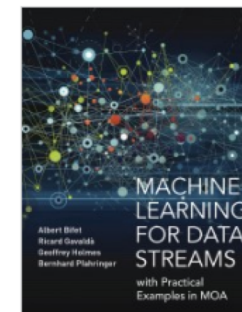
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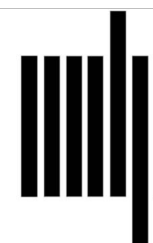
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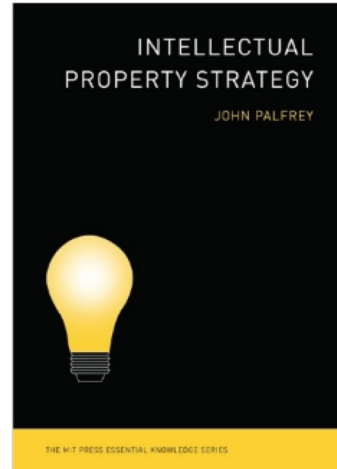
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Intellectual Property Strategy

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By [John Palfrey](#)

How a flexible and creative approach to intellectual property can help an organization accomplish goals ranging from building market share to expanding an industry.

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Endorsement



Palfrey backs up each point in this clear and well-written work with specific examples.... Recommended for specialized collections.

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Author(s)

Praise

Summary

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October 2011

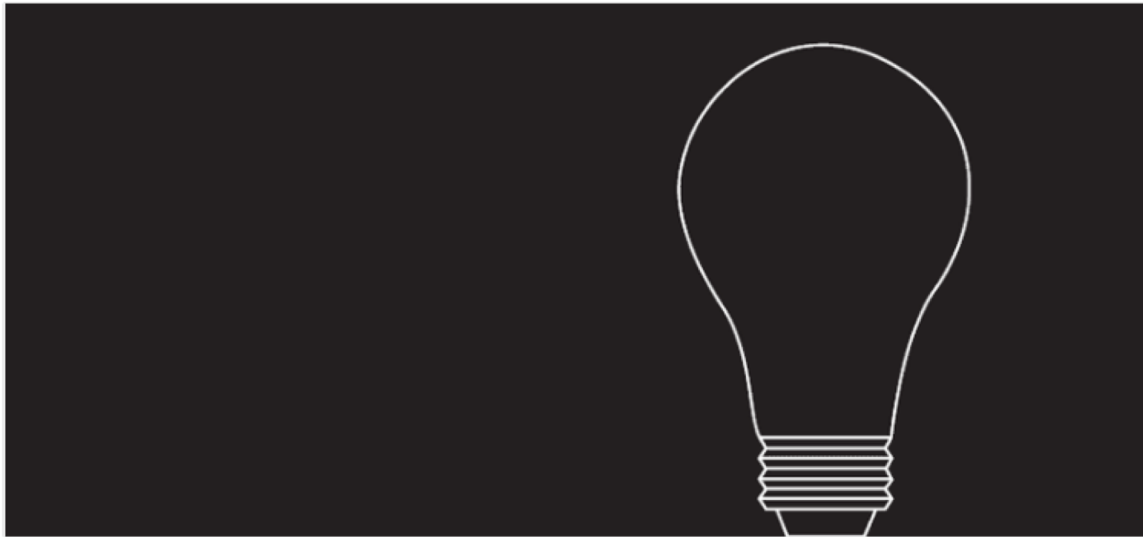
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Most managers leave intellectual property issues to the legal department, unaware that an organization's intellectual property can help accomplish a range of management goals, from accessing new markets to improving existing products to generating new revenue streams. In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators. Palfrey argues for strategies that go beyond the traditional highly restrictive "sword and shield" approach, suggesting that flexibility and creativity are essential to a profitable long-term intellectual property strategy – especially in an era of changing attitudes about media.

Intellectual property, writes Palfrey, should be considered a key strategic asset class. Almost every organization has an intellectual property portfolio of some value and therefore the need for an intellectual property strategy. A brand, for example, is an important form of intellectual property, as is any information managed and produced by an organization. Palfrey identifies the essential areas of intellectual property – patent, copyright, trademark, and trade secret – and describes strategic approaches to each in a variety of organizational contexts, based on four basic steps.





Intellectual Property Strategy

by John Palfrey

Dec 05, 2017



In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators.



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Recommended Reading

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Case Studies

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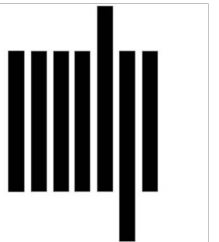
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Video Interviews

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Jan 18, 2018



SYMPATHY FOR THE TRAITOR

A TRANSLATION MANIFESTO

MARK POLIZZOTTI

Title:

Sympathy for the Traitor: A Translation Manifesto

Volume:

Author(s):

Mark Polizzotti

Series:

Publisher:

The MIT Press

Year:

2018

Language:

English

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An engaging and unabashedly opinionated examination of what translation is and isn't.

For some, translation is the poor cousin of literature, a necessary evil if not an outright travesty—summed up by the old Italian play on words, traduttore, traditore (translator, traitor). For others, translation is the royal road to cross-cultural understanding and literary enrichment. In this nuanced and provocative study, Mark Polizzotti attempts to reframe the debate along more fruitful lines. Eschewing both these easy polarities and the increasingly abstract discourse of translation theory, he brings the main questions into clearer focus: What is the ultimate goal of a translation? What does it mean to label a rendering "faithful"? (Faithful to what?) Is something inevitably lost in translation, and can something also be gained? Does translation matter, and if so, why? Unashamedly opinionated, both a manual and a manifesto, his book invites us to sympathize with the translator not as a "traitor" but as the author's creative partner.

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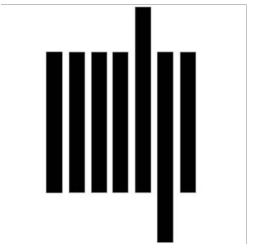
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 - 500 under MITP internal review
- Compliance with publishing accessibility standards via DAISY



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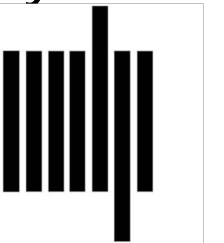


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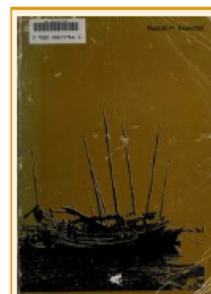
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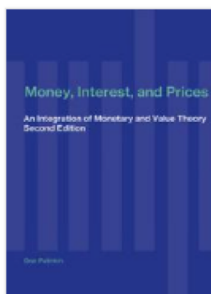
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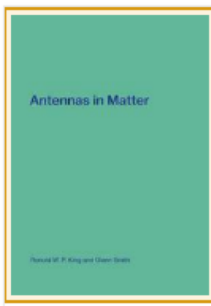
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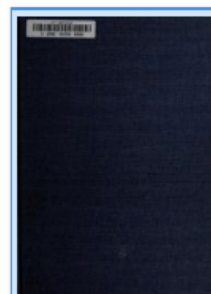
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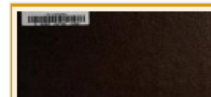
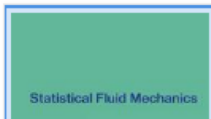
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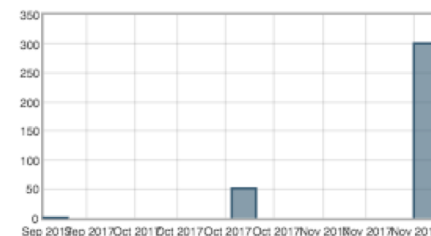
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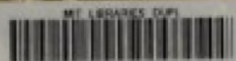
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New South Wales	Australia	10
District of Columbia	United States of America	9
Florida	United States of America	8



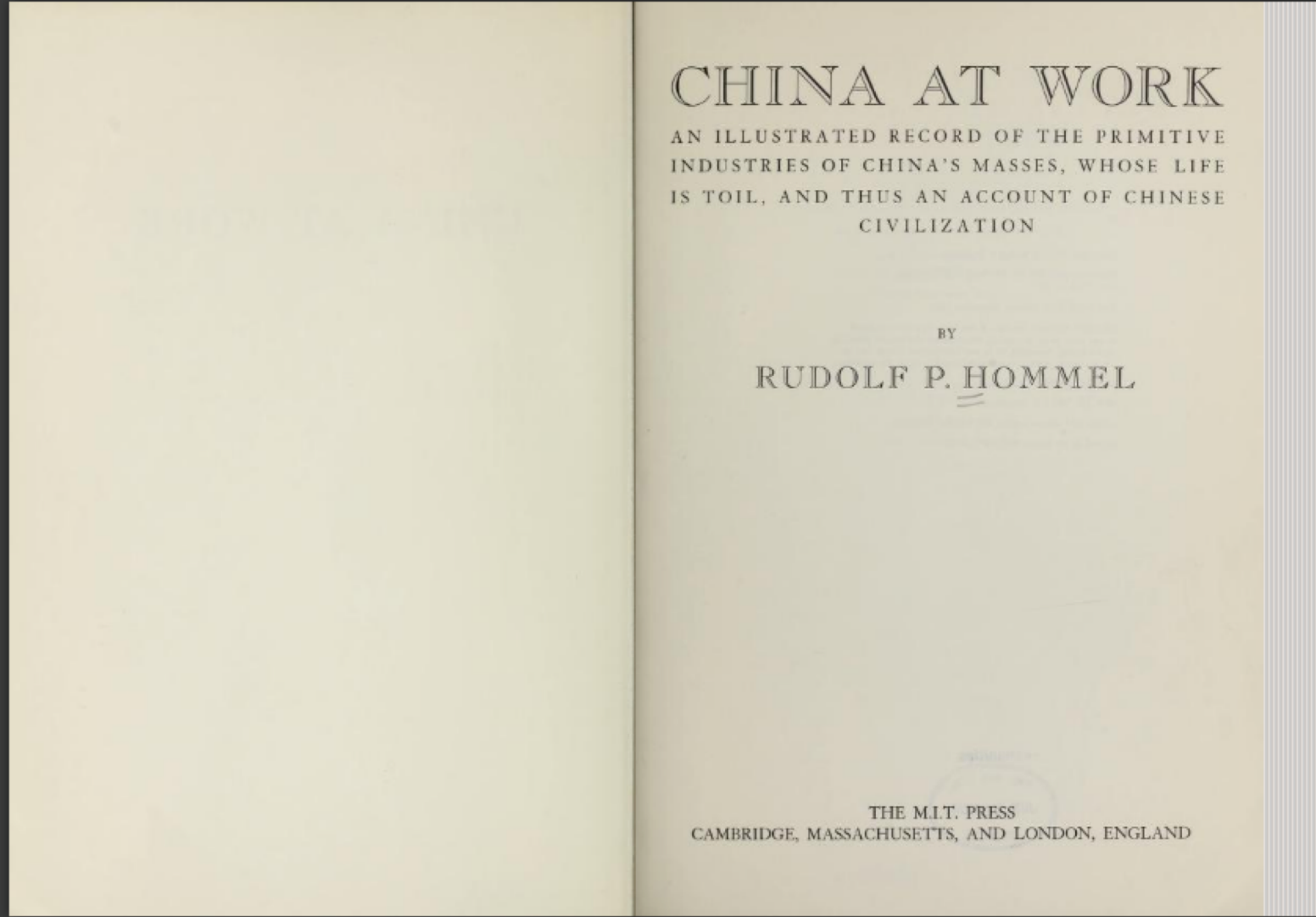
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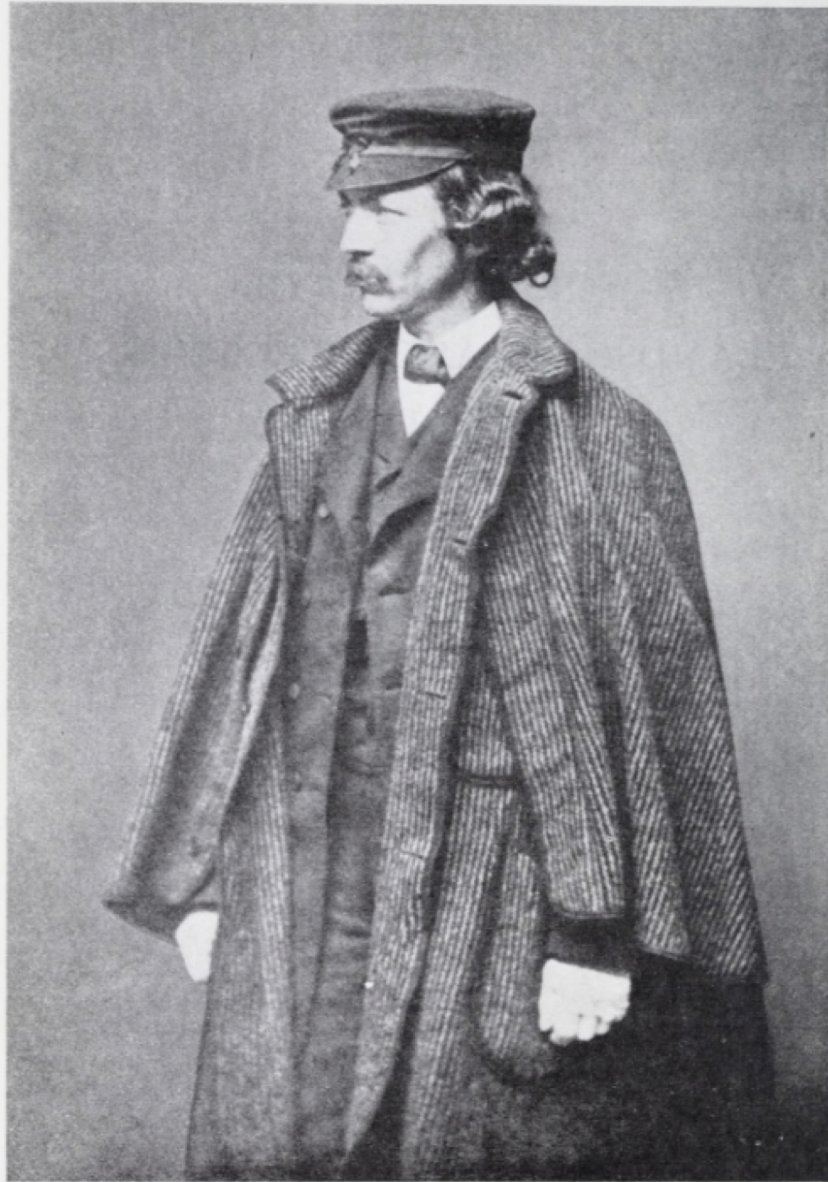
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Frederick Law Olmsted

About 1860

FORTY YEARS OF
LANDSCAPE ARCHITECTURE:
CENTRAL PARK

FREDERICK LAW OLMSTED, SR.

EDITED BY

FREDERICK LAW OLMSTED, JR.

AND

THEODORA KIMBALL

THE MIT PRESS
CAMBRIDGE, MASSACHUSETTS, AND
LONDON, ENGLAND

What are called parks in New-York, are not even apologies for the thing; they are only squares or paddocks.

Writing somewhat later, he closes his enthusiastic letter on the London parks¹ with the following paragraph:

We fancy, not without reason, in New-York, that we have a great city, and that the introduction of Croton water, is so marvelous a luxury in the way of health, that nothing more need be done for the comfort of half a million of people. In crossing the Atlantic, a young New-Yorker, who was rabidly patriotic and who boasted daily of the superiority of our beloved commercial metropolis over every city on the globe, was our most amusing companion. I chanced to meet him one afternoon a few days after we landed, in one of the great Parks in London, in the midst of all the sylvan beauty and human enjoyment I have attempted to describe to you. He threw up his arms as he recognized me, and exclaimed—"good heavens! what a scene, and I took some Londoners to the steps of the City Hall last summer, to show them *the Park* of New-York!" I consoled him with the advice to be less conceited thereafter in his cockneyism, and to show foreigners the Hudson and Niagara, instead of the City Hall and Bowling Green. But the question may well be asked, is New-York really not rich enough, or is there absolutely not land enough in America, to give our citizens public parks of more than ten acres?

MAYOR KINGSLAND'S MESSAGE, 1851.

The subject of a park for New York, due chiefly—it may be inferred—to the publicity given the project by the *Evening Post*, became in 1850 a matter of politics. Both candidates for Mayor, Fernando Wood who was defeated and Ambrose C. Kingsland who (supported by the *Evening Post*) was elected, favored the establishment of a park.²

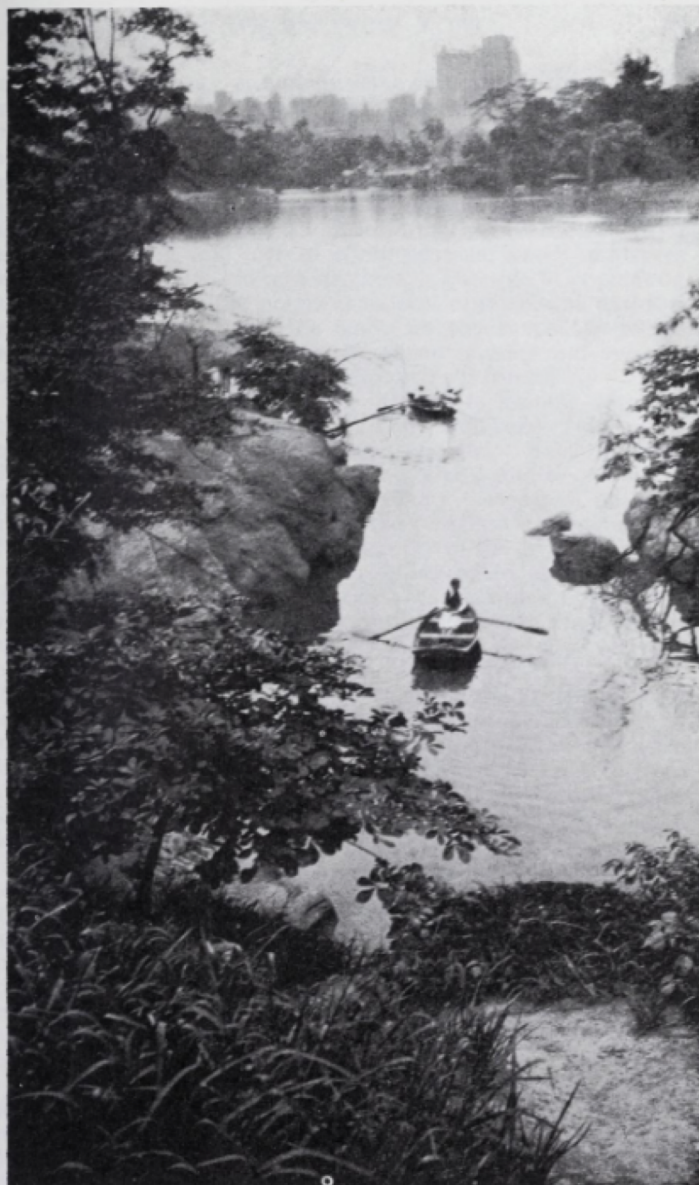
On April 5, 1851, Mayor Kingsland sent the following historic message to the Common Council of the City of New York:

TO THE HONORABLE THE COMMON COUNCIL:

Gentlemen:—The rapid augmentation of our population, and the great increase in the value of property in the lower part of the city, justify me in calling the attention of your Honorable

¹ In *Horticulturist*, June, 1851.

² A very graphic account of the fight for and against a park by the press of New York covering several years may be found in Mr. Nevin's book already referred to.



Photograph by Edward Heim

1926

The Lake, Central Park

A full perusal of the various reports and letters in which Mr. Olmsted and Mr. Vaux discussed their design for the park brings out clearly how important they felt to be the subordination of architectural and engineering features to the predominant rural character,—so fine a feeling for unity of effect distinguishes the artistry of their plan from the commonplace points of view embodied in most of the others. The idea of the sunken transverse roads (said to have been suggested to Mr. Olmsted and Mr. Vaux by the traffic difficulties in Hyde Park and Regent's Park¹, London) was unique among all the plans submitted. While some other competitors stated that the cross-roads (for general street traffic) would not be a serious detriment to the park, Olmsted and Vaux felt that on their elimination from the park landscape depended the continuity of rural atmosphere.² No feature more thoroughly justified itself than this and by none is the originality of the plan more marked.

CHANGES PROPOSED.

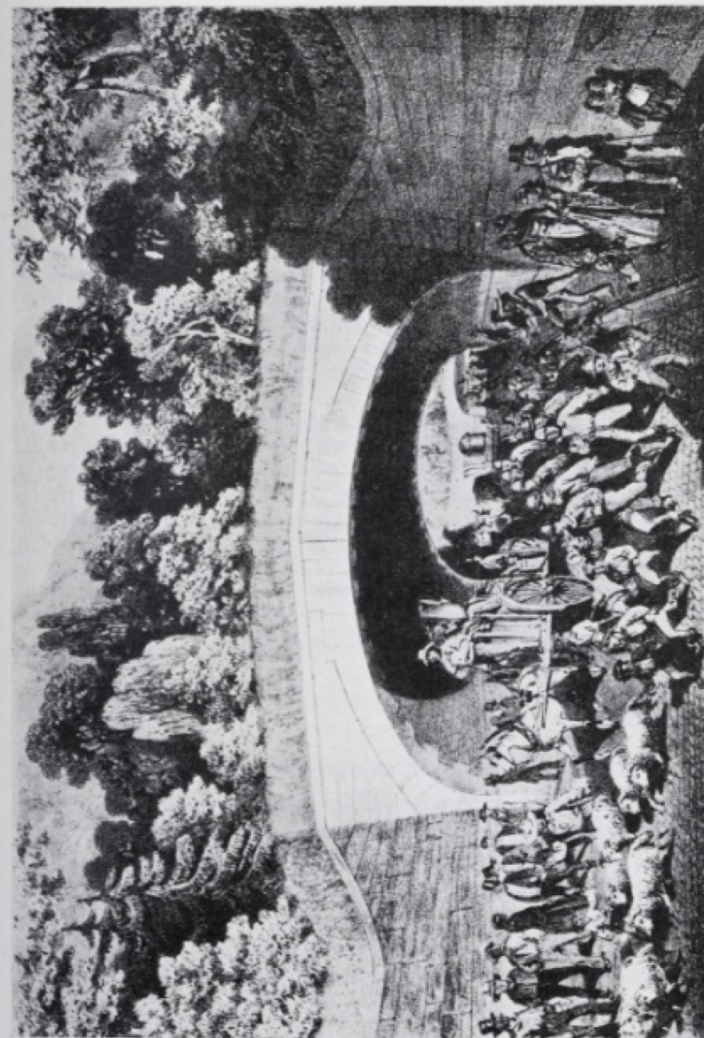
At the time of awarding the prizes an unsuccessful attempt was made to pass a resolution that the Board was not committed by the award to the carrying out of the winning plan, but that good ideas from all plans should be used for selection. Fortunately the majority of the Board were more single-minded, and instead appointed a committee to confer with the Superintendent to report on the prosecution of work and "what, if any modification," should be "advisable in Plan No. 33, adopted by the Board." This committee reported on May 10 (see page 233) preserving the integrity of the Olmsted and Vaux plan against the subversive changes urged by one of the Commissioners (Mr. Dillon).

The Committee's report was accepted and resolutions passed "that the Superintendent be required to proceed forthwith to form working plans for the construction of the Park, and to stake out the principal features upon the ground," and "be authorized to call in the service of his associate (in design No. 33), and such other assistants, not exceeding six in number, as may be necessary to expedite the purpose of the first resolution."

A few days later Mr. Olmsted himself presented a report as to desirable changes in the "Greensward" plan.

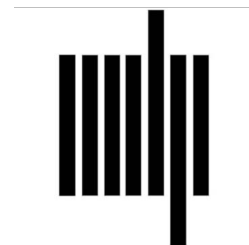
¹ See Part II, Chapter I, p. 217. It is interesting to know that the first underpass in the Regent's Park Zoo was constructed before 1850 so that both Mr. Vaux and Mr. Olmsted may have been familiar with this, although they do not mention it in the "Greensward" report.

² See Appendix III, p. 560. Cf. p. 275.



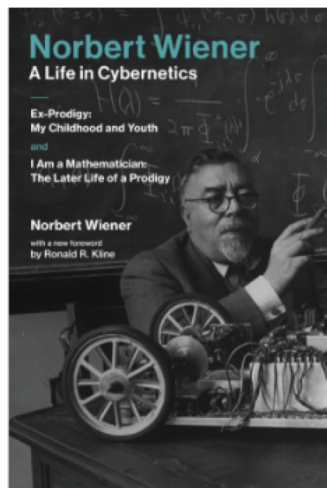
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Foreword by Ronald R. Kline

Norbert Wiener's celebrated autobiography, available for the first time in one volume.

Endorsement



Norbert Wiener was the brilliant prophet of the doom and bliss of human-machine interaction. It is impossible to grasp the past and future obsession for the little networked computers in our pockets without studying Wiener's scripture.

Thomas Rid, Professor of Strategic Studies, Johns Hopkins University, SAIS; author of *Rise of the Machines: A Cybernetic History*

Overview

Author(s)

Praise

Summary

Norbert Wiener's celebrated autobiography, available for the first time in one volume.

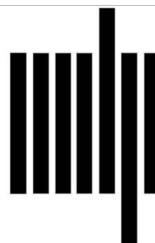
Norbert Wiener—A Life in Cybernetics combines for the first time the two volumes of Norbert Wiener's celebrated autobiography. Published at the height of public enthusiasm for cybernetics – when it was taken up by scientists, engineers, science fiction writers, artists, and musicians – *Ex-Prodigy* (1953) and *I Am a Mathematician* (1956) received attention from both scholarly and mainstream publications, garnering reviews and publicity in outlets that ranged from the *New York Times* and *New York Post* to the *Virginia Quarterly Review*.

Norbert Wiener was a mathematician with extraordinarily broad interests. The son of a Harvard professor of Slavic languages, Wiener was reading Dante and Darwin at seven, graduated from Tufts at fourteen, and received a PhD from Harvard at eighteen. He joined MIT's Department of Mathematics in 1919, where he remained until his death in 1964 at sixty-nine. In *Ex-Prodigy*, Wiener offers an emotionally raw account of being raised as a child prodigy by an overbearing father. In *I Am a Mathematician*, Wiener describes his research at MIT and how he established the foundations for the multidisciplinary field of cybernetics and the theory of feedback systems. This volume makes available the essence of Wiener's life and thought to a new generation of readers.

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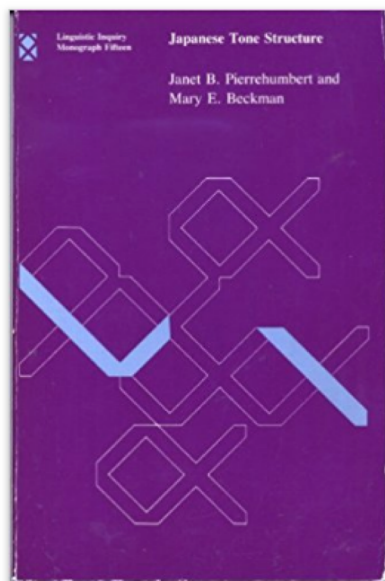
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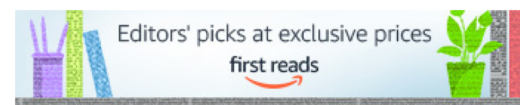
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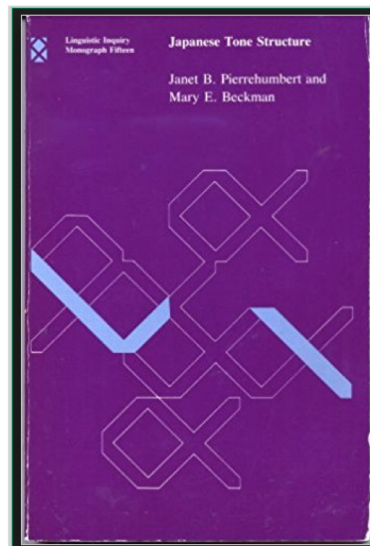
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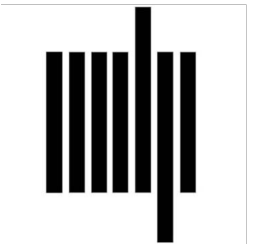
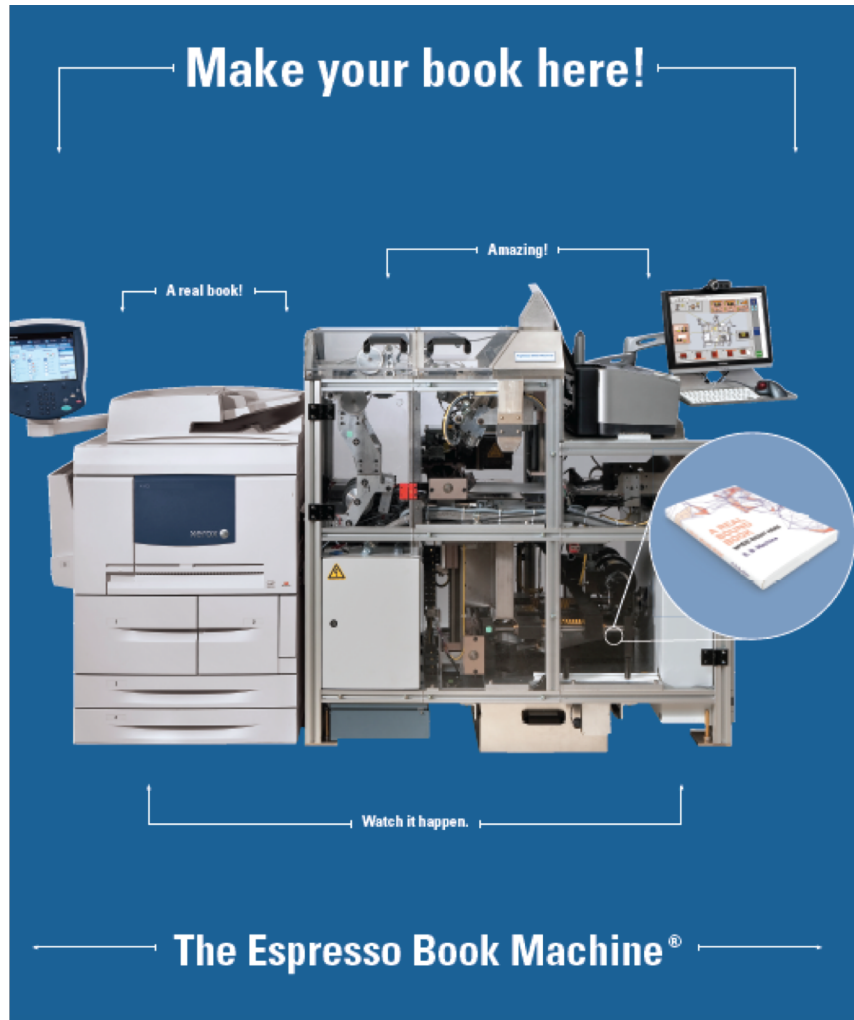
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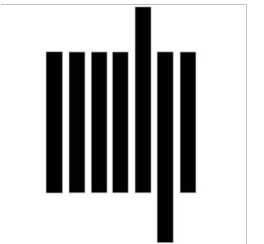
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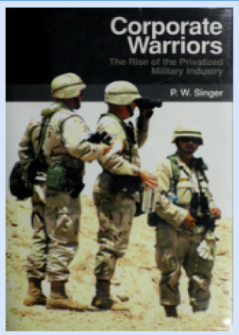
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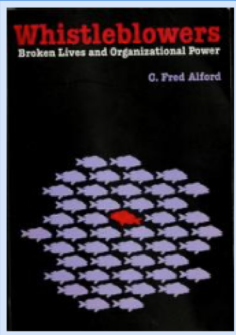


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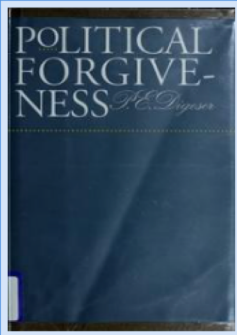


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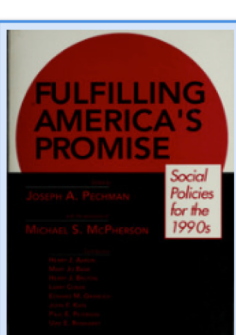


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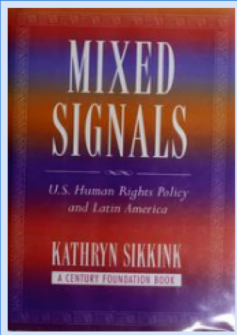


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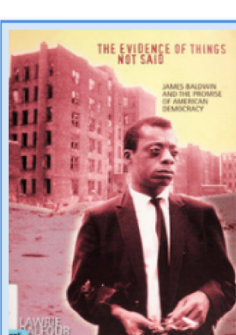


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


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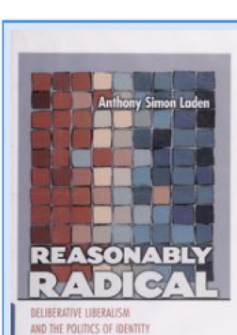


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